

inTechnology plc -

<https://www.intechnologyplc.com/job/sales-and-marketing-executive/>

Sales and Marketing Executive

Description

Founded in 2012, Inhealthcare has created a multi-million pound digital infrastructure which supports remote home monitoring for the UK population.

Inhealthcare reduces pressures on clinics by removing millions of outpatient appointments every year. Our clinically led services are being used by thousands of patients across primary, secondary, community and social care up and down the UK. We also enable clinicians to build their own digital services quickly, safely and securely.

Supporting the Business Development Manager and the Business Development Executive, you will be at the heart of driving sales and marketing activities. Key roles will include qualifying web leads, managing Salesforce, creating marketing collateral, sourcing and organising events, managing live chat on the website and responding to tenders.

The job is full of variety so you will need to have a hands on approach and get involved with a multitude of tasks. Ideally, you will have 1-2 years' experience in a marketing or account management type role. You will be a fast learner with excellent attention to detail. You will have the ability to work off your own initiative and be confident working on your own.

Key Responsibilities

Key responsibilities will include, but are not limited to, the following:

Sales Support

- Monitoring the contact inbox and qualifying incoming web leads
- Qualifying event leads
- Working with the sales team to generate new leads
- Allocation of leads to the appropriate BDM
- Managing salesforce updates and maintenance
- Identifying tenders and managing the submission
- Managing live chat

Marketing support

- Identifying and organising events within the marketing budget
- Social media – monitoring for events, retweeting relevant articles, competitor activity
- Monthly customer communications in line with the development release cycles
- Award submissions
- Presentation content and layout
- Creating new case studies with support from an external copywriter
- Oversight of all web content
- Managing customer events e.g. Hackathons
- Supporting the sales team with appropriate collateral
- Support with PR activity

Employment Type

Full Time

Job Location

Harrogate

Working Hours

09:00-17:30

Date posted

November 6, 2018

Relationship Management

- Regular and clear communications with customers
- Regular communication with Sales, Product and Professional Services on upcoming customers

Systems administration

- Internal systems, processes & procedures
- Production of relevant management reports

Personal Specification

- An empathetic individual able to work with patients and clinicians to understand and assist with any challenges they may encounter during and after project implementation.
- Problem solver – ensures that issues are dealt with in the most appropriate way and referred to others if necessary
- Excellent relationship management skills with colleagues and customers.
- Positive approach to taking on new tasks and a great team player.
- Technical knowledge of current products and processes including ability to use the Inhealthcare portal.

High level administration skills, these are essential to the smooth running of the business.

ISO Responsibilities

The employee is responsible for ensuring that they are aware of the security policies and procedures of the Information Security Management System (ISO27001) and how these specifically relate to the information resources they have access to.

All security events, whether suspected or actual, must be reported immediately to the Information Security Manager on detection, without exception, including underperforming or broken processes that may lead to information leakage or a security breach.

Responsible for ensuring that all activities are carried out in accordance with their requirements including:

- Ensuring that they fully understand and execute their responsibilities under the QMS (ISO9001).
- Ensuring that they know and understand the company Quality Policy.
- Informing their Department Managers of any quality issues of concern.
- Ensuring that they adhere to best practice.

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